

2014-2015

# THE ARIZONA DEVELOPMENTAL DISABILITIES PLANNING COUNCIL COMMUNICATIONS PLAN



## INTRODUCTION

The Arizona Developmental Disabilities Planning Council (ADDPC) was established by Governor Jan Brewer through Executive Order enacted on September 3, 2009. The ADDPC is the successor organization to the Governor's Council on Developmental Disabilities which was allowed to sunset by State Legislative authority and disbanded on July 1, 2009.

The ADDPC was established pursuant to Public Law 106-402, also known as the Developmental Disabilities Assistance and Bill of Rights Act of 2000. The mission of the ADDPC is to represent the interests and needs of persons with developmental disabilities with particular attention dedicated to persons who are unserved or underserved throughout the State of Arizona.

The related purpose of the ADDPC is to engage in advocacy, capacity building and systemic change to increase inclusion and involvement in the community. In following the established mission and purpose, the ADDPC strives to achieve the essence of the Developmental Disabilities Act by promoting self-determination, independence, productivity and integration to support persons with developmental disabilities and their families in all facets of community life.

**MISSION:** The Arizona Developmental Disabilities Planning Council has established its mission to develop and support capacity building and systemic change to increase inclusion and involvement of persons with developmental disabilities in their communities through the promotion of self-determination, independence and dignity in all aspects of life.

**VISION:** The Vision of the Arizona Developmental Disabilities Planning Council is one community working together to achieve full inclusion and participation of persons with developmental disabilities.

The attached time/action plan has been developed to ensure thorough and well-communicated communications efforts on behalf of the Arizona Developmental Disabilities Planning Council (ADDPC). These efforts will reach a variety of audiences including English- and Spanish-speaking consumers, community leaders, and ADDPC stakeholders. This communications plan is meant to be a living document to be updated as necessary.

## GOALS

- ▶ Develop strategies for promoting existing and new resources
- ▶ Develop relationships with media contacts
- ▶ Increase quality and frequency of communications with Hispanic, African American and Indian American communities
- ▶ Create better public awareness for: Employment First, Work Incentive Information Network and the State Employment Leadership Network

## OBJECTIVES

- ▶ Provide ADDPC's audience with information that is useful and understandable
- ▶ Empower ADDPC's consumers to make well-informed decisions
- ▶ Communicate with key external stakeholders

## TARGET MARKETS

- ▶ Primary: Persons with developmental disabilities and their families, including minority groups
- ▶ Secondary: Influencers and state legislators



## ADDPC KEY MESSAGES AND STRATEGIES

Below is an overview of the primary messages for ADDPC's primary and secondary target markets, as well as the strategies used to communicate with them during FY 2014-2015.

### PRIMARY TARGET MARKET:

**KEY MESSAGES:** Resources and information that ADDPC provides to the community.

### STRATEGIES

## MULTIMEDIA CONTENT

### CREATION OR REPURPOSING OF VIDEOS, 2-4 MINUTES IN LENGTH AND/OR VIDEO BLOGS (VLOGS) (*separate budget for vlogs*)

- ▶ "Who we are" introductory video
- ▶ Oral hygiene video
- ▶ Employment video (add Spanish subtitles to existing or create new, shorter one)
- ▶ Vlog topics:
  - o Restraints and seclusion in public schools
  - o Dental care issues
  - o Medical accessibility challenges
  - o TBD: other conversations on emerging trends

### DISTRIBUTION CHANNELS FOR VIDEOS/VLOGS:

- ▶ Utilize videos in conference settings or outreach activities with partner organizations.
- ▶ Create a package for partner organizations and outlying groups, delivering a package composed of videos and other relevant materials



## WEBSITE (SEPARATE BUDGET)

### *Design changes, including the following:*

- ▶ Creation of Spanish language landing pages with key information (can include videos with Spanish subtitles here or Spanish language vlogs)
- ▶ Redesign of home page, both for desktop and mobile devices
- ▶ Increasing usability by modifying design colors and elements
- ▶ Increasing social media presence on web page
- ▶ Highlight video content on website
- ▶ Highlight organic content such as news and events on home page

## SOCIAL MEDIA/DIGITAL OUTREACH PLAN

- ▶ Creation of monthly content calendar for postings on Facebook and Twitter channels
- ▶ Creation of YouTube channel (to host videos)
- ▶ Increased tagging of other partner organizations in social media posts, leveraging the social network
- ▶ Revisions to ADDPC newsletter format/design

## WEBINARS [IN PARTNERSHIP WITH IDEAS COLLIDE OR OTHER] (SEPARATE BUDGET)

- ▶ Eight council-hosted webinars. Topics to include:
  - o A discussion of recent legislative updates
  - o A presentation on public policy
  - o Highlighting Employment First
  - o Reporting on funded projects (i.e. the project that works with foster kids with developmental disabilities who are aging out of the foster care system)
  - o Emergency preparedness training
  - o Other topics TBD

## PUBLIC/MEDIA RELATIONS

### STORYLINES:

- ▶ Creation of ADDPC campaign: “Supporting Life’s Full Potential” (draft title). Identify stories of people with disabilities living to their fullest and highlight them.
  - o Expand stories on people that have been highlighted already, for example Matt (highlighted in Executive Director’s Blog on 3/21/2014).
  - o Create new news stories on identified ADDPC consumers
- ▶ Partnership with the Southwest Autism Research and Resource Center to highlight a student/students excelling in the Residential Transition Program.
  - o Highlight new state-of-the-art transition program that provides temporary living arrangements for 16 students with Autism each year as they transition to more independent living.
- ▶ Collaborate with biggest partners for employment to develop a story around the kinds of jobs that are available for persons with disabilities (particularly high-level jobs). These stories may mirror those told in existing employment videos.
- ▶ Partner with an industry dentist to discuss the successes of a patient with a disability he/she treated
  - Dr. Romer potentially
- ▶ Highlight ADDPC’s role in providing opportunities for persons with disabilities, either via funding or providing resources.
  - o Feature a particular family or several families that have benefitted from ADDPC’s work. Include multicultural stories and distribute to appropriate media.

### CHANNELS FOR DISTRIBUTION:

- ▶ Media list: statewide media including Hispanic, Native American, African American, Asian American, Jewish publications.
- ▶ Radio and television interviews with key targeted networks including:
  - o Horizon
  - o Horizonte
  - o Despierta America
  - o Despierta Arizona
  - o ABC 15 morning segment
- ▶ Target audience: women
  - o KTVK-TV Channel 3 morning segment
- ▶ Target audience: women
  - o Sonoran Living segment
- ▶ Target audience: women
  - o Channel 12





## SECONDARY TARGET MARKET:

**KEY MESSAGE:** The importance of supporting the ADDPC, financially and socially, as well as the need to increase funding for critical programs for persons with developmental disabilities.

### STRATEGIES

## PUBLIC/MEDIA RELATIONS

### STORYLINES:

- ▶ What are the services that ADDPC provides?
- ▶ Evidence-Based Practice in Disability Disciplines Conference feature: identifying who will be there and highlighting experts
- ▶ Economic impact of serving or not serving people with disabilities. Identify how ADDPC is making a positive economic impact on our state. Tie in one or two human interest stories, including:
  - o The story of a white, young, affluent family who has a child with a developmental disability. Highlight the need these families have for the services that are provided to their child in a public school setting, etc.
  - o Interview with, or column by, Armando Contreras, the CEO of UCP of Central Arizona, highlighting that organization's connection to ADDPC (funding, etc.).
- ▶ Launch of the oral health care video
  - o Channels for release:
- ▶ Social media campaign
- ▶ Presentation to key state legislators, which includes a screening of this short film

### CHANNELS FOR DISTRIBUTION:

- ▶ Media list: AZ Capital Times, Phoenix Business Journal, AZ Republic, La Voz

MONTH	PUBLIC RELATIONS	MULTIMEDIA	WEBSITE	SOCIAL MEDIA	WEBINARS
SEPTEMBER					
OCTOBER	TM2: National Disability Employment Awareness Month story	Oral Health Care video	Design changes completed, Part 1 (Mike Mahan)	Monthly Content calendar created	
NOVEMBER	TM2: Launch of oral health care video story	Vlog: Dental care issues		YouTube channel created	
DECEMBER	TM1: ADDPC's role in providing services to persons with disabilities story				
JANUARY	TM1: Launch of ADDPC campaign story	"Who we are" video	Creation of Spanish language landing page(s)		Webinar 1: Recent legislative updates
FEBRUARY	TM1: Part 2 of ADDPC campaign story (highlight someone else)	Vlog: Restraints and seclusion in public schools			
MARCH	TM1: Employment story	Employment video (repurposed)	Design changes completed, Part 2 (Mike Mahan)		Webinar 2: Public Policy presentation
APRIL	TM2: Services that ADDPC provides story	Vlog: Medical accessibility challenges			
MAY	TM1: Collaboration with doctor story				Webinar 3: Highlight Employment First
JUNE	TM2: Economic impact story		Creation of Spanish language landing page(s)		
JULY	TM1: SARRC collaboration story				Webinar 4: Report on funded projects